



EAST CAROLINA UNIVERSITY

RECEIVED

APR 14 1993

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

DIRECTOR OF ATHLETICS

East Carolina University
Sports Medicine Building
Greenville, North Carolina 27858-4353

Phone (919) 757-4501
Fax (919) 757-4537

April 8, 1993

RECEIVED

APR 12 1993

FCC MAIL ROOM

Office of the Secretary
Federal Communications Commission
Washington, DC 20554

To Whom It May Concern:

Enclosed are four copies of our response, as requested by the College Football Association, concerning institutionally arranged football and basketball telecasts commencing with the year 1980.

This data reflects our records and is complete and accurate to the best of our knowledge.

Sincerely,

Dave Hart, Jr.
Dave Hart, Jr.

/bs

cc: Jonathan D. Levy, Economist
Office of Plans and Policy
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

No. of Copies rec'd 0+4
List A B C D E

PirateTM

"We're Going After The BEST"

FCC:

As per your inquiry, East Carolina University offers the following information.

A. Regarding contract terms.

As a football independent, ECU is not a part of a conference television package. Televised exposures are negotiated on an individual basis primarily with ESPN. An ESPN national telecast pays \$400,000 to the University. In addition, East Carolina University has an in-house television program that is a turn-key operation that realizes a small profit margin. No long term contracts with cable carriers or broadcast stations are involved.

The basketball team is a member of the Colonial Athletic Association which has a conference television package with Home Team Sports, a regional cable carrier with three million subscribers. That television contract is negotiated between the league and Home Team Sports.

B. Regarding Net Revenues

Television coverage of our games has not, to this point, reduced our gate receipts.

C. Regarding Broadcast and Cable

We are in agreement that the current mix of broadcast and cable has been beneficial to college athletics in exposing a quality product. The popularity of college basketball has been greatly increased due to cable exposure especially ESPN. ESPN's coverage has had a positive effect on the national network coverage scene as more games now are being televised.

D. Preclusive Contracts

We believe that preclusive contracts between college athletic conferences and video programming vendors does indeed artificially restrict the availability of local college sporting events for broadcast by local television stations. Exposure to the home market fans should be considered and as a university we feel a responsibility to provide those fans exposure through either a live or delayed telecast. This telecast to a home market should not infringe on the video programming vendors ability to sell advertising or attract views.

E. Local Television vs. Cable

This situation does not significantly apply to East Carolina University. We are, however, sensitive to the local television stations commitments to the local school and their loyalty should be considered.

EAST CAROLINA UNIVERSITY FOOTBALL TELECASTS

<u>DATE</u>	<u>SITE</u>	<u>TELECAST</u>
Sept. 20, 1980	Tallahassee, FL	Local
Sept. 27, 1980	Ficklen Stadium-Greenville, NC	Local
Oct. 24, 1981	Ficklen Stadium-Greenville, NC	Local
Sept. 3, 1983	Tallahassee, FL	Local
Sept. 10, 1983	Raleigh, NC	National (WTBS)
Oct. 6, 1984	Pittsburgh, PA	Regional (KATZ)
Sept. 13, 1986	Ficklen Stadium-Greenville, NC	Local
Nov. 27, 1986	Miami, FL	National (WTBS)
Oct. 31, 1987	Ficklen Stadium-Greenville, NC	Local
Oct. 8, 1988	Ficklen Stadium-Greenville, NC	Local
Oct. 15, 1988	Tallahassee, FL	Local
Oct. 22, 1988	Ficklen Stadium-Greenville, NC	Local
Oct. 28, 1989	Syracuse, NY	Local
Sept. 8, 1990	Tallahassee, FL	Local
Oct. 13, 1990	Columbia, SC	Regional
Aug. 31, 1991	Champaign, IL	National (ESPN)
Jan. 1, 1992	Atlanta, GA	National (ESPN)
Sept. 5, 1992	Ficklen Stadium-Greenville, NC	Regional
Sept. 12, 1992	Ficklen Stadium-Greenville, NC	Regional
Oct. 29, 1992	Ficklen Stadium-Greenville, NC	National (ESPN)
Nov. 7, 1992	Mountaineer Field-Morgantown, WV	Regional (Delav)

EAST CAROLINA UNIVERSITY BASKETBALL TELECASTS

<u>DATE</u>	<u>SITE</u>	<u>TELECAST</u>
Feb. 7, 1985	Wilmington, NC (Trask Coliseum)	Regional (HTS Cable)
Feb. 14, 1987	Wilmington, NC (Trask Coliseum)	Regional (HTS Cable)
Feb. 28, 1987	Hampton, VA (Hampton Coliseum)	Regional (HTS Cable)
Jan. 30, 1988	Wilmington, NC (Trask Coliseum)	Regional (HTS Cable)
Jan. 28, 1989	Wilmington, NC (Trask Coliseum)	Regional (HTS Cable)
Mar. 4, 1989	Hampton, VA (Hampton Coliseum)	Regional (HTS Cable)
Mar. 5, 1989	Hampton, VA (Hampton Coliseum)	Regional (HTS Cable)
Jan. 15, 1990	Harrisonburg, VA (Convocation Center)	Regional
Jan. 27, 1990	Greenville, NC (Minges Coliseum)	Regional (HTS Cable)
Mar. 3, 1990	Richmond, VA (Richmond Coliseum)	Regional (HTS Cable)
Feb. 23, 1991	Greenville, NC (Minges Coliseum)	Regional (HTS Cable)
Mar. 2, 1991	Richmond, VA (Richmond Coliseum)	Regional (HTS Cable)
Jan. 15, 1992	Greenville, NC (Minges Coliseum)	ESPN Regional Cable
Feb. 1, 1992	Greenville, NC (Minges Coliseum)	Regional (HTS Cable)
Mar. 7, 1992	Richmond, VA (Richmond Coliseum)	Regional (HTS Cable)
Jan. 30, 1993	Wilmington, NC (Trask Coliseum)	Regional (HTS Cable)
Feb. 13, 1993	Fairfax, VA (Patriot Center)	Regional (HTS Cable)
Feb. 15, 1993	Washington, DC (Bender Arena)	Regional (HTS Cable)
Mar. 6, 1993	Richmond, VA (Richmond Coliseum)	Regional (HTS Cable)
Mar. 7, 1993	Richmond, VA (Richmond Coliseum)	Regional (HTS Cable)
Mar. 8, 1993	Richmond, VA (Richmond Coliseum)	Regional (HTS Cable)
Mar. 18, 1993	Winston-Salem, NC (Joel Coliseum)	CBS National

HTS--Home Team Sports